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How To Improve Google Rankings Fast Without Spending Any Money

For more information on how to improve Google rankings fast, read the guidelines below. The number one search engine in the world right now is Google. This is why all website owners can't wait to see their websites on the first page of the Google search results. Since there are literally billions of web pages out there, it's not possible for all of them to be on the very first page. What is possible is to get a better ranking.

To start off, don't shoot yourself in the foot by taking part in a scheme that Google doesn't really pay attention to or benefit out of. A good example of such a practice is something called a traffic exchange. Many website owners have found to their dismay that, instead of getting a better ranking, their website actually dropped in the Google rankings after they joined such scheme and many other similar ones in nature.

Having mentioned that, incoming links are very important. This is what made Google what it is - they have a system whereby the ranking of a website is partly determined by how many other websites link to it. They go further, however. They also take into account how important the websites linking to your site are. If you get the grocery store at the corner to link to you, it won't make much difference. If you can get one of the top websites in the world to link to you, Google will consider that as an indication of your website's importance and give you a higher ranking.

If you want to know how to improve Google rankings fast, you have to learn about the value of incoming links. How does one get important websites to link to you? The answer is simple. You need quality content. Your website needs to be an authority on a particular subject. Don't try to be a jack-of-all-trades. Rather, try to make your website a source of valuable information for someone that is interested in a very specific subject. This way you will find that websites start linking to you.

When you target a particular keyword at Google, don't go too general either. Rather than trying to get to the top of searches for 'cameras', try to get a good ranking for 'digital cameras in Lexington, Kentucky'. This will leave you with much fewer competitors and increase your chances of ranking on the first page.

Your next step should be to ensure that your website content is closely related to that particular key phrase. You can even target different key phrases with different pages of your website. Use the key phrase a number of times in the text, but do not overdo this. A keyword density of 1.5 to 2 percent is normally regarded as acceptable. Overuse of the key phrase will cause Google to see it as 'keyword spamming' and they can either drop your site or downgrade its rankings.

You should also utilize social bookmarking and social media sites in your search engine campaign. Web searchers use these kinds of sites more and more often instead of search engines when they are looking for information. As a bonus, the search engines will also pick up if your site is mentioned at one of these social websites. Once you know how to improve Google rankings fast, you should take action and start working on your website.

How long have you been waiting to reach the top of Google? Contact a [Freelance SEO Specialist](#) now and get there quick. Watch a [Freelance SEO Expert](#) take your website at the top of the search engine pages fast.

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